



HISTORY TELEVISION

HD

History Television is Canada's number one source for entertaining programs that bring to life people and events from the past and history in the making.

March of the Dinosaurs

new and returning content

Pawn Stars

The #1 program on History Television, "Old Man", Rick and Corey Harrison are one of the most popular families on television, appraising, buying and pawning items ranging from the obscure to the truly historic.

The Kennedys



This revealing four-part movie event chronicles the lives of one of America's most legendary families, from the early childhood of JFK, to the tragic day of his assassination. The star-studded cast includes Greg Kinnear as President John F. Kennedy, Katie Holmes as First Lady Jackie Kennedy, Tom Wilkinson as Ambassador Joe Kennedy Sr. and Barry Pepper as Attorney General, Robert Kennedy.

Top Gear

An American spin-off of the popular UK series, *Top Gear* is packed with super-cars, extreme stunts, driving challenges, automotive reviews and celebrity guests. The series features champion rally driver Tanner Foust, comedian Adam Ferrara, and racing analyst Rutledge Wood.

Canadian Pickers

A spin-off from the popular American series, *Canadian Pickers* follows 'pickers' Sheldon Smithens and Scott Cozens on their cross-Canada adventure as they travel to back roads, basements, sheds and barns searching for forgotten national treasures and unlikely gems with historical, collectible and pop culture value.

March of the Dinosaurs

This full-length animated feature tells the story of the southern migration of a herd of dinosaurs as they embark on a 1,000 mile trek across the North Pole.



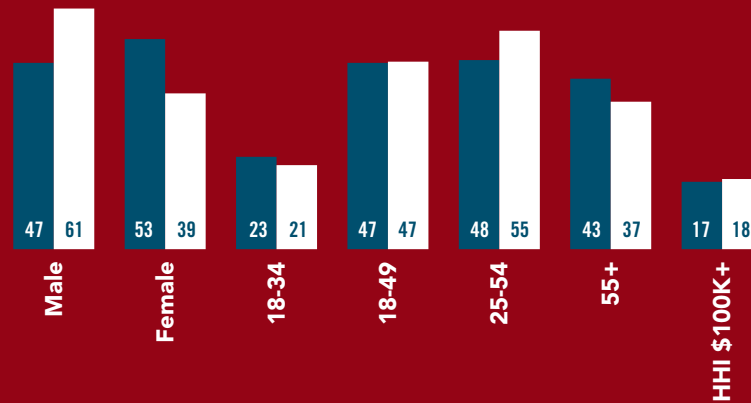
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
History Television ■



More likely to:

- Travel for business in their own province (125), out of province (132) and in the US (123)
- Have spent \$1,000-4,000 on home improvements (114)
- Spend their time online playing online games (110) and uploading content (126)
- Use their mobile devices to download music (116) and video (121), use GPS function (129), listen to music (154) and watch video (130)
- Own a domestic vehicle (108) and spent \$40,000+ on a vehicle in the past 2 years (111)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- History Television breaks all-time record with nearly 1 million Canadians watching the premiere of *IRT: Deadliest Roads* - January 12, 2011
- An AMA powerhouse, History Television is the 2nd most watched specialty network in Canada (A25-54)
- Overall AMA has increased 20% over last Fall with virtually all dayparts experiencing growth
- *Pawn Stars* was this Fall's #2 regular specialty series followed closely by *American Pickers* and *Ice Road Truckers*

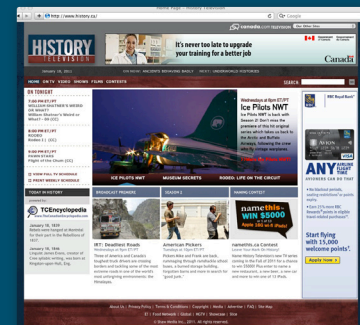
Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Adults 25-54 unless otherwise noted



History.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 45,000 Unique Visitors/month
- 435,000 page views/month – up 35% YoY
- 6 minutes per visitor/month – more than doubled YoY
- Innovative digital experiences for new programs *Museum Secrets*, *Battle Castle* and *Canadian Pickers*



Source: Unique Visitors and Profile data comScore Inc. Media Metrix

Page Views Omniture Site Catalyst.
All data September-November 2010 average